

Field Test of the **HEED THE SPEED!** Residential Pedestrian Safety Program

The Problem

- In U.S. 4600+ pedestrian fatalities and 71,000 injuries (NHTSA, preliminary data for 2003)
- Speeding is associated with 1 out of 3 motor-vehicle related fatalities
- Abundant evidence that higher speeds are associated with more severe pedestrian injuries
- Traditional traffic calming approaches cannot be applied to all streets and alternatives are needed

Questions

- Can approaches be developed to "calm" streets where traditional methods cannot be used?
- Can education and enforcement reduce speeding in residential neighborhoods?
- Can the effects of traffic calming be enhanced by education and enforcement?

What Was The Program Called?



Where Was It Conducted?

- Two Arizona cities (Peoria and Phoenix)

Types of Environments

- Streets that had not been traffic calmed and where no traffic calming was planned
- Streets in which traffic calming had been in place for some time
- Streets where traffic calming was planned

Interventions Used

- 3-6 month programs in Peoria and Phoenix
- Comprehensive education program including flyers, yard and traffic signs, newspaper articles, radio spots, and interviews
- Increased law enforcement
- Additional roadway treatments: standard traffic calming (speed humps & tables) & treatments giving the appearance of traffic calming

Preliminary Findings (1)

- Over half the drivers stopped for speeding lived in the neighborhood where they were stopped or within a mile of it
- More speeding citations issued in Phoenix (460 citations) than in Peoria (14 citations)
- Program literature provided to many others who were stopped (298 in Phoenix, 265 in Peoria)
- Pre and post mailed surveys to residents reported a significant increase in awareness of the program

Preliminary Findings (2)

- Speed measurements showed reductions on both traffic calmed and non-traffic calmed roads
- Significant reductions in speed on all test roadways except one already calmed
- Significant reductions in mean percentage of vehicles doing 7+ mph above the speed limit
- Drop in percentage of drivers exceeding the speed limit by 7 mph or more ranging from about 15% to over 400%
- Mean speed reductions ranging from 0.5 mph to over 3.5 mph

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